

**Store  
Hours**  
9 to 5:30

**Please Take Small Parcels  
With You**  
By taking small parcels with you, you will materially assist in the quick delivery of the larger ones.

For Other Gimbel News See Page 3, Part III.

**Gimbel Brothers**  
37-51 BROADWAY-33-51  
**THE STORE OF A MILLION GIFTS**

**Phonograph and Piano Salons**  
Remain Open Till 9 P. M.  
Every Evening Until Christmas  
Use Entrance, 33d Street, near Broadway door,  
after 5:30 P. M.  
GIMBELS MUSIC SALONS—Eighth Floor

**Store  
Hours**  
9 to 5:30

# Diamond Mounted Jewelry---The Christmas Gift Beautiful

## Exquisite Gift Handkerchiefs ---French---Irish---Belgian---

From "over the water," where the loveliest of "kerchiefs" grow, come these dainty gifts for a dainty lady—Some enriched with the frothiness of lace—others of sheer, cobwebby linen—beautiful in themselves—Or made more beautiful still by touches of fairy-fine embroidery.

Real Valenciennes and Embroidery, \$10 to \$25.00 ea.  
Real Armenian work—lace-trimmed, \$1.00 to \$6.00 ea.  
Porto Rican Lace Work, \$2.00 to \$3.75 ea.  
Princess Lace, \$1.50 to \$4.00 ea.

Fine French Hemstitched Hand-spun Linen, \$1.00 to \$3.75 ea.  
Duchesse Lace, \$8.00 to \$35.00 ea.  
Fine Appenzell Embroidery, \$15.00 to \$30.00 ea.

Fine Irish Hand-Embroidery, \$1.00 to \$2.50 each.  
French Colored 'Kerchiefs, \$1.00 to \$2.00 each.  
Real Cluny Lace, \$3.00 to \$5.00 each.

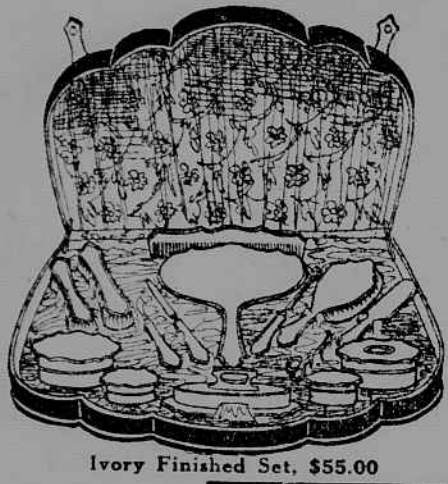
### HANDKERCHIEFS FOR MEN

Irish Linen Tape Bordered Handkerchiefs, white and colored hems 1-16 inch wide, \$1.00 each.  
French Colored Novelty Handkerchiefs, \$1.50 each.  
Novelty Silk Handkerchiefs, 75c to \$2.50 each.

French Linen Handkerchiefs, plain white and corded effects, \$1.50 to \$5.00.

GIMBELS—HANDKERCHIEF SHOP—Main Floor

## French Ivory Finish Toilet Sets Boxed for Christmas Giving



Set consisting of 15 Pieces, as illustrated. Hair Brush, Comb, Mirror, Cloth Brush, Hat Brush, Shoe Horn, Puff Box, Hair Receiver, Cuticle Knife, Nail File, Button Hook, Manicure Scissors, Buffer, and two Cream Boxes. In leatherette covered hinged box, satin lined throughout. This set makes an exquisite Christmas gift.

In Ivory Finish, In Amber and Shell, \$55.00  
\$65.00  
Other Sets in similar boxes at \$25.00, \$40.00 and \$60.00.  
Manicure Sets in similar boxes, each \$7.00, \$10.00, \$15.00.  
250 French Ivory Finished Boudoir Clocks, prices ranging \$3.41 to \$15.00.  
Perfume Bottles with frosted tops, set in French Ivory finished cases, pair \$2.00.

GIMBELS—TOILET ARTICLES SHOP—Main Floor

## Sale 912 Wonderful, New Beaded Bags 33 1/3% to 50% Under Market Prices



An Unusually Advantageous Purchase Permits Gimbel to Offer Magnificent Bags

At Prices Out of Proportion to Their Value

\$19.95 \$24.95  
\$32.95 \$42.95

Prices Actually Lower in Many Cases Than the Cost of Manufacturing



Hand-Made Bags of Highest Grade  
Combining the exquisite charm of design and the delicacy of treatment of the best French artists with the deft craftsmanship of America's workers, generally conceded to be the best beaded-bag makers in the world. Only the finest kind of tiniest beads have been employed.

Draw-String and Frame Bags  
Hundreds of Styles

In fact, hardly any two are alike. The woman who loves elaborate designs in rich colorings will find what she seeks as easily as the woman whose tastes run to dainty, sweet, simple styles.

GIMBELS—HANDBAG SHOP—Main Floor

## For that "Very-Last-Minute-Gift" One Chooses Silk Stockings

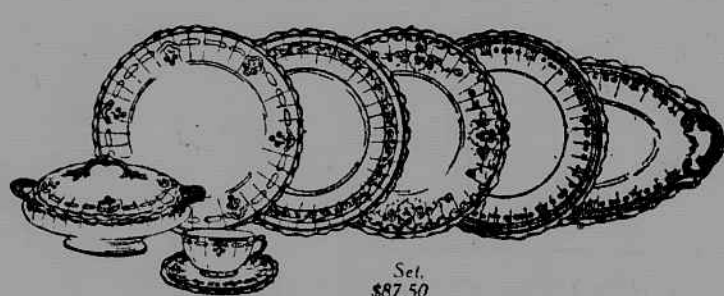
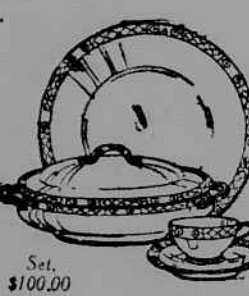
The Gifts that can be selected easily and quickly—with no qualms as to their exact suitability—and no fear as to their great acceptability.

<b>Pure Silk Stockings</b> \$3.50 Good weight; pure silk stockings of highest grade for serviceable wear; lisle tops and soles.	<b>Very Heavy Pure Silk Stockings</b> \$4.95 Heavy quality of fine quality ingrain silk. Black only.	<b>Pure Silk Stockings</b> \$2.75 Pure dye silk of heavyweight, lisle tops and soles. Black and street colors.	<b>Lace Clocked Silk Stockings</b> \$6.50 Wide lace clock at side of ankle in beautiful designs. Black only.
<b>Richelieu Ribbed Silk Stockings</b> \$3.95 Pure silk from top to toe—dropstitch Richelieu ribbed effects—very smart. Black, cordon, navy, grey, and white.	<b>Hand Embroidered Clocked Stockings</b> \$3.95 Pure silk stockings with hand-embroidered clocks. Black with white.	<b>Black Silk Stockings</b> \$2.25 Full fashioned black silk hose—lisle tops and soles.	<b>Lace Silk Stockings</b> \$1.75 Beautiful design in lace ankle effects, with seamless feet and seam back legs—lisle tops.

The prices quoted do not include Federal Tax.

GIMBELS—HOSIERY SHOP—Main Floor

## Finest French China at a Fraction of Price You'd Expect Dinner Sets, and Service Plates; to which is added Glass Services



100-Piece Dinner Sets—Theodore Haviland & Cie. delicate floral spray decoration. Coin gold, stippled border. \$50.00

107 Pieces—"Elite" China. Choice of attractive borders. Coin gold on edges and handles. \$87.50

107-Piece Dinner Sets—French China. Two of the most popular "open stock" designs—floral festoon border—in pink or yellow. Coin gold handles. \$95.00

107-Piece Dinner Sets—Limoges China. Plain coin gold bands and gold handles—"open stock." \$97.50

106-Piece Dinner Sets from Wm. Guerin & Cie. Richly illuminated border—coin gold handles—"open stock." \$100.00

107-Piece Dinner Sets—"Elite" China; also "open stock." Rich floral border over ivory ground—coin gold handles. \$175.00

108-Piece Superb Dinner Sets from Theodore Haviland & Cie. A truly regal service—"open stock"—wide acid etched gold border. \$585.00

106-Piece Dinner Sets, richly encrusted in gold. Acid etched, burnished gold border, 3/4 in. in width—coin gold handles. \$295.00

107-Piece Dinner Sets from Theodore Haviland & Cie. Also "open stock." Beautiful conventional border—coin gold handles. \$125.00

106-Piece Dinner Sets, Ahnfeldt Limoges China. Richly encrusted in gold. "Open stock"—exceptionally fine quality. \$395.00

GIMBELS—CHINA AND GLASSWARE SECTION—Fifth Floor

## CLOSING OUT TO-MORROW 20 Very Handsome Evening Wraps

of Fibre Brocades, Fur Collared  
at a drastic price-reduction

The furs are luxurious—natural skunk, beaver, black lynx. Lavishly used in collars that are cape-wide, and in themselves worth an important part of the price.

At their original price, these capes were something of a sensation in value. At \$110, this is an opportunity that holds a worthwhile saving.

Every wrap is richly satin lined and padding interlined. Pastel shades.

Note:—None may be exchanged or credited.

GIMBELS—WOMEN'S COAT SALON—Third Floor.

**\$110**

## New Evening Gowns

A Special Purchase of Models—Paris  
Inspired—Irresistibly Lovely

and very specially priced at **\$39.50**



Taffetas which Paris has chosen for their delightful bouffancy. Taffetas combined with tulle, silver ribbons and ostrich trimming. Taffetas leaving all to one youthful, naively simple. Soft, changeable tone satins, combined with silver lace and veiled in silk net.

Why, who ever heard of such loveliness and quality at \$39.50!

No end to the exquisite colorings.

Georgette Crepe Dinner Dresses,  
Beaded in Entirely New Fashion,  
**\$69.50**

With polished gunmetal beads in delightful traceries and lattice patterns. The new mouse brown. Also navy blue.

New evening and dinner gowns up to \$350.

GIMBELS—WOMEN'S DRESS SALON—Third Floor

## A Few Pretty Gifts

"For Mother"

Sewing Baskets, in wicker, with quilted satin linings, large and small, and in many shapes; some few standing pieces; a splendid assortment, 50c to \$45.00.

Needle Cases, in leather and leatherette; best English make; Gimbel's own importation, 35c to \$25.00.

Sterling Silver Thimbles, 25c and 50c.

GIMBELS—Main Floor

"For Daughter"

Sash and Hair Bow Sets, sash 2 1/2 yds., hair bow 1 yd.; in box, \$3.25.

Hair Bow Sets, box of two ribbons, \$1.00 and \$2.00.

Hair Bow Sets, box of three ribbons, \$2.00 and \$2.25.

Ribbons for the Christmas Package, 10 yd. piece, 18c. to 55c.

GIMBELS—Main Floor

## 1800 Georgette Crepe Blouses Sharply Reduced to \$5 - \$5.95 - \$8.95



Here is every type of fine Georgette Blouse. Hundreds in suit-shades. Plenty in flesh-pink and white. Plenty in pastel shades. Every size.

A Thousand Other Blouse Gift Suggestions at Gimbel's!

Real Irish Lace Blouses.....\$39.50 to \$95.00	Organdie Blouses.....\$2.00
Overblouses.....\$8.95 to \$100.00	Striped Tissues.....\$2.00
Side-Tied Blouses.....\$29.50 to \$79.50	Demi-Tailored Blouses.....\$2.95
Net Blouses.....\$3.95 to \$29.50	Novelty Lingerie Blouses.....\$2.00 to \$8.95
Tailored Crepes de Chine.....\$5.95 to \$19.75	Lingerie Blouses for "Stouts".....\$2.25 to \$3.95
Striped Silk Blouses (dark).....\$5.95 to \$14.75	Silk-finished Black Poplins.....\$3.95
Plaid Silk Blouses (dark).....\$6.95	Black Soisette Blouses.....\$2.50
	Black Sateen Blouses.....\$2.50

Very Special: Black Silk Shadow Lace Blouses over Black or White Chiffon.....\$8.95

GIMBELS—BLOUSE SALON—Third Floor

New advances in the prices of raw furs make the Gimbel

## Christmas Sale of Furs a greater-than-ever investment opportunity

Beaver Collars.....\$39.50	Natural Raccoon Collars.....\$29.50
Beaver Muffs.....\$45.00	Natural Raccoon Muffs.....\$24.50
Hudson Seal Capelets.....\$45.00	Blended Skunk Capes.....\$27.50
Hudson Seal Muffs.....\$24.50	Blended Skunk Muffs.....\$24.00
Grey Squirrel Collars.....\$39.50	2-Skin Mink Muffs.....\$38.00
Grey Squirrel Muffs.....\$37.50	Mink Muffs.....\$39.50
Australian Opossum Collars.....\$45.00	Taupe Lynx Sets.....\$110.00
Australian Opossum Muffs.....\$45.00	Brown or Taupe Fox Sets.....\$55.00
Grey Squirrel Sports Coats.....\$295.00	
Hudson Seal Short Wrap-Coats.....\$275.00	

GIMBELS—FUR SALON—Third Floor

## Linens

for Christmas  
Service and  
Linens for  
Christmas Cheer

Extra Heavy Irish Linen Damask Table Cloths with Napkins to match, 68x98 in., \$7.25 each; 68x86 in., \$9.00 each. Napkins to match, 22x22 in., \$9.50 a dozen.

Pure Irish Linen Hemstitched Damask with Napkins to match, 2x2 yards, \$12.50; 2x2 1/2 yards, \$15.75; 2x3 yards, \$18.75.

Napkins, 24x24 in., \$15.75 a dozen

Pure Irish Linen Round Scalloped Damask Table Cloths 70 in. in diameter, \$7.50 each

350 Irish Linen 13-Piece Luncheon Sets Dainty rose scallops in blue. Very special, \$2.95 set

Filetine Lace-Edged Luncheon Cloths with row of lace insertion. 72 in. in diameter, \$7.50 each

Real Mosaic Luncheon Napkins Real Mosaic hand-embroidered corners and real Mosaic hand-embroidered edges. Fashioned of fine round thread Irish linen, 14x14 in. \$18.75 a doz.

Real Madeira Afternoon Tea and Luncheon Napkins Hand-scalloped with dainty hand-embroidered corners. In Gift Boxes, 6 Napkins to Box, \$3.75 a Box

GIMBELS—Second Floor

## Still Plenty of Every Kind of Toys---Fourth Floor

Brooklyn, New Jersey and Long Island Customers Direct to Gimbel via Tubes and Subway.